

Website Treasure Hunt

Do a web search on Google using “colorado springs design” as your search term

- On the first link (not ad) what is the most important text to a person visiting the website?

Next see if you can find the page source in (Cmd/opt/U) Chrome and (Cmd/U) Firefox

- What is the most important text to Google? (hint <title>)
- What is the difference between the visitor and Google
- Why did they do this?
- What does this website want you to do (call to action)?
- How do they do this?

Do a search for a good website design

URL=

- Why is the design good?
- Does it present a clear call to action?
- Is most important text the same for the user and Google?
- How does it look on a Smartphone